

community. The honorees were also recognized on air as part of our Citizen of the Week feature, renamed to KNX Heroes in 2007.

APRIL - JUNE, 2007

EVENTS:

- MOSTE Scholarship Fund: 5/26
- Barlow Respiratory Hospital's 8th annual Golf Classic: 5/18
- Health & Wellness Fair: 5/12 Belvedere Park, Los Angeles.
- Health & Wellness Fair: 6/9 Pamela Park, Duarte.
- American Diabetes Expo: 6/16

CAUSES:

- Leukemia & Lymphoma Society
- Aid for Aids
- Imagination Celebration

KRTH

K-EARTH 101 has a great reputation for delivering excellence in community service. This past June 28, the Station was honored by Los Angeles City Councilman, Tom LaBonge with a Proclamation from the City of Los Angeles in recognition of our long history of outstanding service to the community.

We have examples of service minded employees who donate time and resources to local charities. The following are just some of the outstanding efforts that were undertaken in 2006/'07... Maureen Lesourd, VP/GM of K-EARTH 101 serves on the SCBA's Board of Directors. She participated in the 2006 Southern California Broadcasters Association Scholarship Program. The Ben Hoberman Radio Broadcasting Award, was given to Kim Sbranti at California State University Los Angeles and the George Nicholaw Radio Broadcasting Award went to David Aguirre at Pasadena City College. Participation in the evaluation of this scholarship award grant also fulfilled Option # 7 in the FCC's EEO requirements. Maureen Lesourd is also an active member in the California Broadcaster's Association and The Hollywood Chamber of Commerce.

Entertainment Reporter Lisa Stanley is very involved with Wendi Jo Sperber's WE SPARK Cancer Foundation. She participates in their Annual "We Sparkle" event and their Celebrity Golf Tournament. In fact, the last 2 years her team has won 1st place! She also plays in The Tom Sullivan Blind Children's Center Celebrity Golf Tournament

Vivian Porter, Community Services/Public Affairs Director for the station serves as a youth mentor at her Church, and also works on the Food Program bagging and handing out food donations to low income and homeless individuals and families in the Inglewood community twice a month. She volunteers her time with PIRATES and the SCBA as a panel member at their Media Workshops for Representatives of non-profit organization seeking to improve access to local media. She was given the 2006 Woman of Empowerment Award from the Los Angeles African American Women's Political Action Committee (LAAWPAC) She also received Commendations from the US Congress, California Senate and Assembly, The Mayor of Los Angeles and The Los Angeles City Council. Vivian was honored by The Greater Los Angeles Chapter of Make-A-Wish for Exceptional Contributions to their 2006 Season Of Wishes Campaign. In 2007 she received ESP STAR Award and Certificate of Appreciation from the Los Angeles County Office of Emergency Management for outstanding support of the County's Emergency Survival Program and the stations ongoing efforts to assist in preparing the Public for Emergencies and disasters. She was also awarded a "Certificate of Appreciation from the National Ad Council in recognition of her continued commitment to effecting positive social change Nicole Gutierrez, Community Services/Public Affairs assistant, volunteered for the City of Santa Fe Springs, Christmas Float Program and also supervised high school kids helping to build the City of Santa Fe Springs entry in the 2007 Tournament of Roses Parade. The float, "Our Hometown," and was a Founders Trophy Winner. She led our CBS Team of Walkers in the Asthma Walk last year.

CBS Radio Market Controller, Valerie Blackburn volunteers her considerable talents on the National Board of American Women in Radio and Television as their treasurer

K-EARTH 101 has also recently initiated charitable efforts for the Los Angeles County Firefighters Honor FDNY project and Para Los Ninos Annual Holiday Toy Drive.

The following list reflects the community events the station supported in 2006 - June of 2007, with airtime and presence, benefiting local organizations and programs.

1ST - 4TH QUARTER 2006

- **10th SUSAN G. KOMENI/L.A. COUNTY RACE FOR THE CURE**—February 26th At the Pasadena Rose Bowl. K-EARTH 101 Was Media Sponsor. Opening ceremonies began at 9am, hosted by K-EARTH 101's Gary Bryan, special guest performance by Chuck Negron from 3-Dog Night. Chuck sang The Charity's Theme Song, "Joy To The World." special appearance by CBS' Jennifer Love-Hewitt. Over 25,000 people came out

- **EARTH DAY AT THE LOS ANGELES ZOO** - April 22, 2006 and 23rd

K-EARTH 101 spent the weekend at the LA Zoo for the 11th Annual Earth Day Expo. Kids had their faces painted, won prizes, environment friendly tie dyed t-shirts and saw animals. We generated a child poster contest in the schools encouraging children K-8 to draw their salute to the environment. Winning child's artwork was used as the poster for this event and in advertising. * Ralph's Supermarkets was the presenting sponsor.

Attendance: 22,000 Promotional Support: \$200,000+

- **USO JESSE JAMES JEEP RAFFLE** - November 1st - December 15th
K-EARTH 101's Gary Bryan traveled the Southland with the customized Jesse James Jeep, USO volunteers and K-EARTH 101 street-team getting listeners to buy \$100 raffle tickets. We visited 20 different locations and did 3 remotes for this community outreach program which raised over \$195,000 for The Bob Hope Hollywood USO at LAX. Honorary Mayor Johnny Grant helped pick the winner on Gary Bryan's morning show on December 15th.
- **CHIP'S For KIDS HOLIDAY TOY DRIVE** - November 25 - December 2, 2006
K-EARTH 101 did two remotes from 2-7pm at Los Cerritos Shopping Center and Northridge Mall for the CHIP's for KIDS Holiday Toy Drive. Again this year we had those who donated a toy valued at \$10 or more register to win four one-day park-hopper passes to Disneyland Resorts. Gary Bryan made appearances at both remotes. We raised 188,000 toys this year. * Toy Drive was up 33% over last year

1ST - 2ND QUARTER 2007

- **MARTIN LUTHER KING CELEBRATION** - January 14th
in Long Beach-5,000 people K-EARTH 101 was on-site and we promoted the event on-air and online.
- **PAW-FECT MATCH SUPER PET ADOPTION DAY**. February 10th K-EARTH 101 was on-site at six Animal Shelter locations -over 320 animals were adopted. We promoted it on-air through "Kalendar" mentions and online.
- **CHINESE NEW YEAR CELEBRATION/CHINATOWN** - February 25th 10am-7p
K-EARTH 101 was on-site. Over 110,000 People came throughout the day. Promoted It On-Air Via "Kalendar", and Online
- **22ND ANNUAL LA MARATHON** - March 4th
K-EARTH 101 was At 4 Locations During The LA Marathon. We Were At Mile 1, 3, 21 And At The Final Push At Olympic And Channing. We Partnered With Our Client Universal City Nissan At Mile 1 Which Gave Us Great Visibility. We Played K-EARTH 101 at each of our locations. We Promoted the event on our Website and "Kalendar" mentions. There were approximately 25,000 Runners. Over 150,000 people were On-Site Plus It was Televised On KNBC-TV.

- 12TH ANNUAL EARTH DAY EXPO** - April 21- 22, 2007 10am-4pm
 Los Angeles Zoo Earth Day Expo 2007 is a collaborative effort between K-EARTH 101 and the Los Angeles Zoo designed to highlight the importance of protecting our environment and stimulates consumer demand for products and services. Earth Day Expo 2007 featured two exciting days of music, environmentally friendly tie-dye shirt booth, entertainment and education on how to live an active and productive life while contributing to an environmentally safe society. The event attracted over 20,000 people. We had our poster contest in the schools. A 5th grader won. There were live broadcasts both days from 9 am – 2 pm. Sponsors included Universal City Nissan, Universal's Evan Almighty, and Knott's Berry Farm. 20,000+
- FIESTA BROADWAY** - April 29, 2007 in Downtown LA
 K-EARTH 101 is the exclusive English language radio station for Fiesta Broadway the pre-Cinco de Mayo event in downtown Los Angeles. Over 500,000 Angelinos come and celebrate one of the largest "Cinco de Mayo" celebrations in the world. The event is 36 blocks of excellent day long entertainment on several stages, several blocks of amazing foods, and just good old family fun.
- CINCO DE MAYO CELEBRATION ON HISTORIC OLVERA ST** - May 5- 6, 2007
 The LA Institute offered free educational and cultural workshops, entertainment and bilingual historical information at Olvera Street. Workshops for children included coloring portraits of the Mexican heroes, storytelling about the important battle of the Pueblo, learning to make piñatas and Mexican flags. Entertainment included traditional folkloric music and dance, piñata breaking, and a display of traditional Mexican dresses. Remote from Olvera Street both days. K-Earth 101 is the exclusive English speaking station at this event. Universal City Nissan was a sponsor.
- BENEFIT FOR OUR BRAVEST/OPERATION GRATITUDE** - May 19, 2007
 Sherman Oaks, CA This year's "Benefit for our Bravest" honored our courageous men and women of the US Military. Proceeds went to Operation Gratitude, the non-profit organization that sends care packages to U.S. troops deployed overseas.
- GARDEN GROVE STRAWBERRY FESTIVAL** May 26- May 28, 2007
 Garden Grove, CA The Garden Grove Festival Association, a non-profit 501(c)(4) organization. The event has been a tradition since 1958, which provides a community event for the public's entertainment and enjoyment to help local charities. The festival's net proceeds are donated to charitable (non-profit) organizations. The event was also founded with the purpose of providing a venue for non-profit agencies to raise additional money for their organizations through food and game booths, an average of \$10,000 each. Since 1958 the festival has raised over \$4 million for charities. All donations are made for capital improvements only. Non-profits for this year's event have applied for funds before December 2006 with funds awarded in Spring of 2007. Net proceeds raised in 2006 were over \$100,000. 2005 Recipients include: Many local charities Projects funded included: a 40-passenger bus, furniture, a playground floor, office supplies and computers, life-saving equipment for police and fire, a sound system, art and music equipment and the refurbishing of three shelter apartments. Attended: 250,000+

- **K-EARTH 101 BEACH PARTY & KRUISIN** June 2, 2007
Free beach party for its listeners! Cool custom cars, great food, and spectacular Beatles music by the renowned Fab-Four at Belmont Shore next to the Belmont Plaza Pool. K-EARTH Kruis'-in concert hosts, the K-EARTH 101 personalities Gary Bryan, Samantha Stander, Lisa Stanley, Jim Carson, Joshua Escandon, Christina Kelley, Bruce Chandler and Sylvia Aimerito broadcasting live! K-EARTH 101 donated monies to Surfrider Foundation. Sponsors included DirecTV, Surf City, Coors and Jiffy Lube. Attended: 7,500+

KTWV

We have great examples of socially responsible citizens among our staff, that are actively engaged in charitable endeavors in our local communities. The following is just some of the outstanding efforts that were undertaken in 2006/07.

KTWV-FM VP/GM, Dan Weiner who serves on the SCBA's Board of Directors, Participated in the 2006 Southern California Broadcasters Association Scholarship Program. The Ben Hoberman Radio Broadcasting Award, was given to Kim Sbranti at California State University Los Angeles and the George Nicholaw Radio Broadcasting Award went to David Aguirre at Pasadena City College. Participation in the evaluation of this scholarship award grant also fulfilled Option # 7 in the FCC's EEO requirements.

Vivian Porter, Community Services/Public Affairs Director for the station serves as a youth mentor at her Church, and also works on the Food Program bagging and handing out food donations to low income and homeless individuals and families in the Inglewood community twice a month. She volunteers her time with PIRATES and the SCBA as a panel member at their Media Workshops for Representatives of non-profit organization seeking to improve access to local media. She was given the 2006 Woman of Empowerment Award from the Los Angeles African American Women's Political Action Committee (LAAWPAC) She also received Commendations from the US Congress, California Senate and Assembly, The Mayor of Los Angeles and The Los Angeles City Council. Vivian was honored by The Greater Los Angeles Chapter of Make-A-Wish for Exceptional Contributions to their 2006 Season Of Wishes Campaign. In 2007 she received ESP STAR Award and Certificate of Appreciation from the Los Angeles County Office of Emergency Management for outstanding support of the County's Emergency Survival Program and the stations ongoing efforts to assist in preparing the Public for Emergencies and disasters. She was also awarded a "Certificate of Appreciation from the National Ad Council in recognition of her continued commitment to effecting positive social change.

Nicole Gutierrez, Community Services/Public Affairs assistant, volunteered for the City of Santa Fe Springs, Christmas Float Program and also supervised high school kids helping to build the City of Santa Fe Springs entry in the 2007 Tournament of Roses Parade. The float, "Our Hometown," and was a Founders Trophy Winner. She led our CBS Team of Walkers in the Asthma Walk last year.

CBS Radio Market Controller, Valerie Blackburn volunteers her considerable talents on the National Board of American Women in Radio and Television as their treasurer.

WAVE Personality, Keri Tombazian, went as part of a team, under the auspices of Samaritan's Purse, an amazing worldwide relief organization that is, for the first time in its history, going beyond immediate relief and doing rebuilding. She worked on the home of a family of 5 (one of the 3 children is a special needs child) In her words, "rebuilding their gutted home, it was amazing".

And finally, Morning Show Co-Host Pat Prescott is very generous with her time and talents utilizing both to assist many groups and organizations with their events, campaigns and programs. Last year among her many involvements she; hosted a luncheon for LA Neighborhood Housing Services, served as Moderator for panel for NABFEME (National Association of Black Female Executives in Music and Entertainment), Participated in Will Downings' "Strike for Stroke" Bowling Event (stroke prevention awareness), Emceed fundraising concert for Maranatha Church in L.A.

The following is a list that represents some of the most significant community involvement from 2006 –June 2007.

March 19, 2006

- Event: Mike Jones' One Miracle Celebration of Life Foundation's Evening of Jazz featuring Paul Jackson Jr. and Friends. Special guests include Greg Adams, Eric Darius, Denise Williams, and BET Comedienne Ms. Retha Jones. Proceeds to benefit the One Miracle Celebration of Life Foundation.

April 9, 2006

- Event: "Scholarship Jazz Concert

April 29th & April 30, 2006

- Event: "Floral Park 2006 Home & Garden Tour

July 29, 2006

- Event: For Rachel's Sake Jazz Benefit & Fundraiser
This event was to raise money for a retired nurse who has been diagnosed with cancer and needed assistance in paying her medical bills.

August 19, 2006

- Event: 9th Annual "Mo Betta Jazz & Blues" Concert
This event was to raise money to benefit the WIA Educational Fund for college bound students that need assistance with funding their education.

October 10, 2006

- Event: Centennial High School Annual "College Fair

October 31, 2006

- Event: Virginia Road Elementary School Annual Halloween Parade

November 2, 2006

Event: City Scholars Jazz Celebration

November 4th & 19, 2006 Event: Lymphomathon 5 K Walk

November 14, 2006

- Event: Radio Fest @ Mount San Antonio College

January 15, 2007

- Event: 18th Annual Martin Luther King Jr. Birthday Breakfast @ The Proud Bird

January 29, 2007

- Event: Jazz for Humanity Benefit Concert

March, 2, 2007

- Event: NAACP Image Awards

April 12, 2007

- Event: U.S. Vets Open House
Purpose: The U.S. Vets Association is working on getting the word out on new facilities that is available for Veterans that are returning home from the war. Assisting them with job training and housing. Mayor of Inglewood was the key note speaker.

April 28, 2007

- Event: Better Life Health Fair

May 19, 2007

- Event: Black Immunization Project
Purpose: Vaccination of Kids

June 22- 24, 2007

- Event: Long Beach Bayou Festival
Purpose: To raise money for the Comprehensive Child Development, Inc

KFWB

We have great examples of socially responsible citizens among our staff, that are actively engaged in charitable endeavors in our local communities. The following is just some of the outstanding efforts that were undertaken in 2006/07.

KFWB-NEWS 980, VP/GM, Pat Duffy, serves on the SCBA's Board of Directors, Participated in the 2006 Southern California Broadcasters Association Scholarship Program. The Ben Hoberman Radio Broadcasting Award, was given to Kim Sbranti at California State University Los Angeles and the George Nicholaw Radio Broadcasting Award went to David Aguirre at Pasadena City College. Participation in the evaluation of this scholarship award grant also fulfilled Option # 7 in the FCC's EEO requirements. On October 24th/25th he hosted 20 USC

Communication students at the station. Also was a guest lecturer at USC Business School/Law School class on October 26, 2006~We have hired several people from these classes each year.

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CBS Radio Market Controller, Valerie Blackburn volunteers her considerable talents on the National Board of American Women in Radio and Television as their treasurer.

Traffic Director, *Diana Rosales* June: Relay for Life in the cities of Cudahy and Downey. Raised \$340.00 October: 10k Walk for Immaculate Heart High School-Hollywood. Raised \$150.00

November: Asthma Walk at the L.A. Coliseum. \$100.00 raised. December: Worked 10 hours at the Burbank Tournament of Roses construction of the Float (100% built by volunteers)

KFWB Chief Engineer, Paul Sakrison volunteers with the Orange County Children's Theater-Volunteer Technical Advisor and technical crew member. And finally, Engineer Robert Arak has for 21 years been an American Red Cross volunteer First Aid/CPR/AED instructor.

The following is a list that represents some of the most significant community efforts undertaken by the station from 2006-June'2007:

FIRST-FOURTH QUARTER 2006

RESOLUTION FESTIVAL: (1/1/06) KFWB's Team-Blue attended the Resolution Festival at Santa Monica pier, which we promoted through an email blast.

CITY OF HOPE CANCER CENTER WALK FOR HOPE: (9.25.06-10.7.06) KFWB promoted this annual charitable event through an e-mail blast campaign, web banner, and mini-

website at the KFWB.com Promotions page. Additionally twenty :20 second Promotional Commercials to support the event were run.

2006 WALK TO DFEET ALS (10/15/06) In support of the ALS Greater Los Angeles Chapter's silent auction, KFWB NEWS 980 donated four tickets to the 2007 Opening Day Game at Dodger Stadium. The proceeds from this benefit will enhance the Chapter's ability to assist ALS victims and their families through direct services, such as patient support groups, educational materials and programs, and research.

Mt. SAN ANTONIO COLLEGE RADIOFEST 2006 (11/14/06) KFWB NEWS 980 provided a free-of-charge "Team Blue" appearance at this Third Annual Radiofest. The event supported the education and promotion of the field of broadcasting, while exposing students to the nature of radio stations and a sampling of the careers offered to them in the industry. Additionally, the Mount San Antonio College event description was on the KFWB Team Blue page at KFWB.com.

KFWB NEWS 980 & LA DODGERS PARTNER WITH UNION RESCUE MISSION
KFWB NEWS 980 announced a special event Friday, May 5th at Dodger Stadium in partnership with Union Rescue Mission and the Los Angeles Dodgers. Union Rescue Mission is celebrating the "ground breaking" of the new Hope Gardens Family Center. The new Center will offer safe family living units in the Angeles National Forest far from the danger and despair of Skid Row.

FIRST-SECOND QUARTER'2007

28TH ANNUAL LOS ANGELES ENVIRONMENTAL EDUCATION FAIR (2/20/07)

KFWB NEWS 980 promoted this event, which served "to acknowledge the many contributions of African Americans in theater," on KFWB.com. This above banner was created and posted on the Promotions Page from 2.20 – 3.10.07. Children, families and educators were invited to attend "to discover the latest hands-on activities, lesson ideas, and resources that are easily incorporated into everyday life from leading environmental groups."

SAN FERNANDO LITTLE LEAGUE OPENING DAY (3/10/07) KFWB NEWS 980's retail street team, Team Blue pulled out all the stops for this event, bringing out interactive super-sized pitching & batting cages, music and raffle prizes; the event was also listed on the Team Blue Page of KFWB.com. At KFWB NEWS 980, it is of particular significance to make these kinds of appearances at lower profile events-such as a Little League Opening Day—to remind the community that we care a great deal about local matters, and that they, the people are truly what drive us (as a radio station).

CENTURY CITY HEALTH AND WELLNESS EXPO: (05/31/07)

With such a great deal of emphasis these days on combating childhood and adult obesity, as well as other health concerns facing the everyday American, it was of the utmost importance that the station partnered with the Century City Chamber of Commerce for the 1st Century City Health and Wellness Expo that brought hundreds of people from local business and the surrounding communities together for a day of health awareness in a the brand-new four-acre Centerpiece Park. This inaugural event had exposure on KFWB.com's Team Blue page. And, Team Blue made a special appearance at the expo, complete with pitching inflatable, station prizes, booth, and music.

THE WEINGART CENTER: (06/28/07)

One autographed baseball cap was donated by KFWB NEWS 980 to The Weingart Center for their 4th Annual Summer Fundraiser, "Summer Soirée, An Evening at the Oasis". Proceeds from the auction benefit the Weingart Center Association and "its programs to rehabilitate the homeless in Los Angeles."

WEBSITE UTILIZATION

In the 21st century, the ever-changing, fast-paced world of computer technology has given us yet another avenue to reach out to our listeners: the KFWB NEWS 980 official website, KFWB.com.

KFWB.com, specifically the Promotions page (<http://kfwb.com/pages/2928.php>), plays host to a virtual cornucopia of information pertaining to charitable and local events throughout the year. In order to truly live up to our brand as Southern California's Hometown News, Traffic, Money, and Sports Station, we strive to—wherever and whenever possible—lend a helping hand to organizations whose events strengthen core community values and benefit society as a whole. We were fortunate enough to have our retail street team, "Team Blue," on hand at many of these events, (including the City of Hope Cancer Center Walk for Hope and the Mt. San Antonio College Radiofest, among others) to act as a liaison between the station and the general populace, further reinforcing our "hometown" identity. Our website is not only a great tool to reach out to the community, but also for our audience to communicate with us. KFWB.com has a very straight-forward organizational approach, complete with all of the major navigational functions mapped out on a pull-down menu which runs across the top of the homepage. A listener must simply locate the "About Us" button on the aforementioned menu, and the "Contact KFWB" link appears. In addition to giving a precise rundown of all the departments and department heads (including phone numbers and email addresses), users are also given the Breaking News hotline, as well as one to report traffic trouble spots. Listener-to-station communication has never been easier and more accurate, due in large part (if not entirely) to the efficiency of KFWB.com.

IN THE COMMUNITY THROUGH KCBS MARKETING

CBS COMMUNITY SERVICES/PUBLIC AFFAIRS

(Collective Media Sponsorship) The CBS Radio Stations @ 5670; KLSX FM, KRTH-FM, KFWB(AM), KTWV-FM, and KNX(AM) individually and collective cast a giant light on the communities they serve illuminating the problems, needs and interest therein. We subscribe to an ongoing process of ascertainment, gleaning insight into the most significant problems and

needs expressed by political, civic and community leaders. Each of these stations broadcasts significant responsive programming in the form of PSA's and Public Affairs Programs to meet these issues head on. They are also very actively involved in events and programs sponsored for and by community groups and organizations designed to make a difference within these important issue areas as well.

We joined together to deliver an impressive campaign for a number of local community organizations. Collectively, we support these organizations as media sponsors of their community events and campaigns. We feel our sponsorship sends a powerful message that resonates with our listeners. It is also a message that enhances the value of our brands. Our sponsorship includes a combination of PSA's, Website Placement, E-Mail Blasts, Promo's, Public Affairs Programs and Onsite presence with our co-branded tent

Examples from the last two years follow...

AID FOR AIDS, INC. "Dining Out For Life" 2006 & 2007

The 2007 edition was renamed, "Dine Out Los Angeles" a national one-day HIV/AIDS fundraising event locally benefits Aid For AIDS (AFA), the premier service provider of direct financial assistance to people living with HIV/AIDS that are disabled and living below the poverty line in Los Angeles County. Primary goals of Aid For AIDS are to help individuals and families avoid the crushing aspects of homelessness and to promote self-sufficiency and independent living by paying for the necessities of life-housing, utilities, health insurance premiums, transportation, medications, nutritional supplements, and home delivery of fresh foods. The concept of Dining Out For Life is quite simple: on a set day, participating local restaurants contribute 15 - 20% of their sales to Aid For AIDS. We promoted the events with a combination of Website placement, Promos, PA Programs and PSA's.

AMERICAN DIABETES ASSOCIATION 2006 AND 2007 TOUR de CURE

We provided promotional support for the American Diabetes Association 2006 Tour-de-Cure Cycling Events. The first event, April 30th - Onsite/The WAVE's Street Team. The other 4 stations were at the last event on May 20th at El Dorado Park in Long Beach Tour De Cure, Diabetes signs, symptoms and treatments also focused on obesity in children that contributes to the epidemic of Type II form of the disease [not onsite for 2007]

2007 1ST ANNUAL DIABETES EXPO

Collectively, the five CBS Stations that reside in the CBS Broadcast Center on the Miracle Mile were the exclusive English Language, Media Sponsors of the American Diabetes Association's 1st Diabetes Expo, June 16th, at the Long Beach Convention Center. It was an all day event that featured all the latest in Diabetes related education/information products and services available. We promoted the events with a combination of Website placement, Promos, E-Mail Blasts, PA Programs, PSA's and Onsite presence at the event.

ORANGE COUNTY DEPT OF EDUCATION "Imagination Celebration" 2006/2007

98% of Orange County residents agree that the arts are critical to a child's development. So this a festival of the arts provides parents an affordable way to spark their child's creativity and fun for the whole family. We promoted the events with a combination of Website placement, Promos, PA Programs and PSA's.

THE AMERICAN LUNG ASSOCIATION 2006 "Blow The Whistle On Asthma Walks"

The American Lung Association's 2006 Asthma Walks. All 5 Station's supported with website, e-mail blasts, Promo's and PSA's. The American Lung Association Asthma Walk was a success in many ways. They had a great turnout of Walkers and our CBS Team of Walkers, Team Captain, Nicole Gutierrez, was recognized as one of the top fundraisers with a total of \$2,119.

COLLECTIVE PUBLIC SERVICE [PSA] CAMPAIGNS

American Diabetes Association, "Tour de Cure" ~ 2006

KLSX-FM, scheduled 5 spots per week from February 2nd to May 12th (Est. 70 spots)

Aid For AIDS, "Dining Out For Life" ~ 2006

KLSX-FM – scheduled 5 spots per week from February 19th to April 26th (Est. 50 spots)

World Trade Center Memorial Foundation, ~ 2006

KLSX-FM – scheduled 7 spots per week from July 11th to August 25th and 3 spots per week from September 1st to September 11th (Est. 100 spots)

American Lung Association of California, "Asthma Walk" ~ 2006

KLSX-FM – scheduled from September 5th to November 4th (Est. 36 spots)

The National Center of Addiction & Substance Abuse, "Family Day" ~ 2006

KLSX-FM – scheduled 5 spots per week from August 1st to September 24th (Est. 41 spots)

The Snowball Express, "Climb Aboard" ~ 2006

KLSX-FM – scheduled 7 spots per week from December 1st to December 14th (Est. 14 spots)

Arts Orange County, "Imagination Celebration" ~ 2007

KLSX-FM – scheduled 6 spots per week from April 1st to May 19th (Est. 42 spots)

American Diabetes Association, "Diabetes Expo" ~ 2007

KLSX-FM – scheduled 4 spots per week from April 12th to June 15th (Est. 40 spots)

MINNEAPOLIS

KZJK

Every Holiday season WLTE, KZJK and WCCO partner with Trans Siberian Orchestra supporting a holiday concert with \$1 per ticket going to the Greater Minneapolis Crisis Nursery. Average donation \$12,000.

KZJK is the primary sponsor for the Heart Associations Start! Heart Walk. Each partnership receives on-air promotional support, on-line and e-blast support and station presence at the event.

Other partnerships include MMF

MS 60/30

Buffalo Triathalon

Rock the Cure fundraising efforts.

Annual Golf Tournament benefiting Suzan G. Cohman for Breast Cancer research. On-air promotional support, on-site support, web and e-blast support.

KZJK supports River Rock Music Festival benefiting the MDA featuring live music from local bands and national bands.

Each year in concert with WCCO, WLTE and KZJK we conduct a fundraising awareness campaign...Beyond the yellow ribbon at the Mall of America.

KZJK regularly posts community information regarding community and charitable events on our website. We also notify members of our Listener Network via e-mail on upcoming events and programs throughout the community.

KZJK promotions regularly host community events and supports each event through on-air JACK Around Town promotional mentions, e-blast inclusion and website inclusion.

KZJK is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

WLTE

WLTE regularly works with area organizations in promoting events that educate and involve the public on topics including, health, wellness, family, and community. These events include numerous on-air announcements to support the message. Those events include but are not limited to:

WLTE has partnered with the American Cancer Society Fundraising Events including Making Strides against Breast Cancer. Promotional announcements, website support, literature distribution at other radio station events and on-site support.

WLTE partnered with the Leukemia and Lymphoma Society for their annual "Light the Night" fundraising walk. Promotional announcements, website support, literature distribution at other radio station events and on-site support with local dj hosting event.

WLTE partnered with the Minneapolis Heart Institute to help promote their "Start! Heart Walk" and their Go Red for Women campaign. Promotional announcements, website support, literature distribution at other radio station events and on-site support. In addition during the Month of February LiteFM hosted two Chocolate Lunch events with proceeds going to the Heart association. Aprox. 2,000 was raised.

Each year in concert with WCCO, WLTE and KZJK we conduct a fundraising awareness campaign...Beyond the yellow ribbon at the Mall of America.

WLTE has partnered with Burnsville Mall, Eden Prairie Center, Southdale Mall, and many others for their holiday fundraising events. Promotional announcements, website support, and on-site support with local dj hosting portion of the events.

Annual Golf Tournament benefiting Suzan G. Cohman for Breast Cancer research. On-air promotional support, on-site support, web and e-blast support.

WLTE regularly posts community information regarding community and charitable events on our website. We also notify members of our Listener Network via e-mail on upcoming events and programs throughout the community.

WLTE air-personalities regularly host community events as well as interview community leaders and members of charitable organizations.

Throughout the School Year WLTE honors teachers through our Apples for Teachers campaign. Teachers are nominated by students. Station airs on-air promotional announcements, web inclusion and e-blast inclusion. Prize items are delivered to the winning teacher each week.

Load the Bus for Learning School supply fundraiser. This annual event raises school supplies for Achieve Minnesota. Station airs on-air promotional announcements, web inclusion and e-blast inclusion.

Every Holiday season WLTE, KZJK and WCCO partner with Trans Siberian Orchestra supporting a holiday concert with \$1 per ticket going to the Greater Minneapolis Crisis Nursery. Average donation \$12,000.

Every Wednesday through Friday, Brian Michaels (morning show host) visits a different office every morning and brings them coffee, donuts, flowers and prizes. The "Lite Break" helps to break up the stressful workdays.

WLTE is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

WCCO

Every weekday for the past 50 years, WCCO Radio has honored a different member of the community that has contributed to their environment in a positive way. This award honors everyone from athletes to cooks to grandparents. If you have made an impact in someone's life, you're deserving of The Good Neighbor Award. Daily winners receive a certificate suitable for framing and a :60 on-air honor twice on the day they are chosen.

Every year for the past 13 years, WCCO Radio has helped raise funds and food for the Minnesota Food Share organization. Throughout March, the station encourages listeners to donate to their local foodshelves, conduct interviews with food shelf representatives and recipients and, everyday, the station honors a local foodshelf volunteer through its Good Neighbor Award Program.

WCCO Radio partners with the Minnesota Military Family Foundation to help increase awareness about the hardships military members and their families and employers face as their family member is deployed. The station raises funds and awareness through its Holiday Good Neighbor Campaign (local talent goes out to various locations and challenges listeners to come down and donate) and through a fundraising campaign at the Mall of America in December.

In January, WCCO Radio hosts the WCCO Radio Gutter Bowl, to raise money for the Leukemia Society. WCCO Radio's Morning News with Dave Lee, broadcasts live from a local bowling alley with teams who have paid to bowl, with proceeds going to the charity. Our first year raised over \$40,000 in 4 hours.

In June, WCCO Radio broadcast 4 days to help raise money for the star studded, Starkey, So the World May Hear Foundation. Over 4.2 million was raised to help fund Starkey Mission trips to third world countries where underprivileged children receive donated hearing aids and hearing aid assistance.

MINNEAPOLIS CLUSTER

CBS Minneapolis stations partner with the Union Gospel Mission every November for an on-air radioathon. The stations spend the entire broadcast day, on all 4 stations, telling the story of the Union Gospel Mission and the people that have used the facility to make a change in their lives. Last year, the stations raised enough money for nearly 40,000 meals. This year, the cluster hopes to raise enough money for 65,000 meals!

NEW YORK

WCBS

WCBS produces three WCBS Small Business Breakfasts each year. These breakfasts are held in the New York City metropolitan suburbs, moving among venues in New York, New Jersey and Connecticut. The station's morning business reporter Joe Connolly is the host of these breakfasts. The station has a panel of local business leaders at each breakfast who answer questions posed by Joe. The station also allows the people attending the breakfast to ask questions to the panel. The station usually has approximately 500 to 700 people attending. After the breakfast, Joe uses snippets from the panelists in reports that are aired on the station for the following two weeks.

WCBS typically produces two Working Women's Lunches each year. These lunches are hosted by the station's morning news anchor Pat Carroll. The networking events are targeted to working women from New York City's suburban communities and approximately 400 to 500 working women attend each one. There is a networking portion before the lunch for women to learn from each other. During the program, Ms. Carroll interviews on stage two or three successful, inspirational, and high profile working women from the metropolitan area.

Every year around Thanksgiving, WCBS airs a radiothon from 5am to 8p to raise money for local organizations dedicated to feeding people who go without. The station auctions items each

hour to raise money. Each year, the radiothon raises approximately \$200,000 for these local organizations.

Through the year, WCBS mentors local college and high school journalism students. Several times a year, groups from various schools around the Tri-State visit the news station to see it in action and to hear from the News and Program Directors as well as others from the staff, including reporters and producers. The News and Program Directors also provide one on one discussion with promising young journalists.

WCBS Newsradio 880 has an ongoing partnership with THE MARCH OF DIMES, with a focus on its annual Walk America, to raise awareness of prematurity in babies and money to help fight it. The station provides a link from its web site to the Walk America page; on air, there are special news features and promos for several weeks leading up to the event. A team from the station walks together, after individually raising money for the charity.

Various station members are leaders for local charities, volunteering their time to emcee events. These include WCBS Helicopter Traffic Reporter Tom Kaminski (Special Olympics), WCBS Chief Meteorologist Craig Allen (Autism charities) and Long Island reporter Sophia Hall (children's cancer). The radio station supports its staff in charitable efforts with links from WCBS880.com and as warranted, on air exposure of the causes and events.

WCBS-FM

Schools Partnership: Under a special partnership between CBS Radio, Inc. and the New York City Education Department, WCBS-FM is proud to participate in an education initiative called, "***Schools Partnership.***" The multi-year initiative is designed to encourage more business involvement in New York City's public schools.

Our partner school is Brooklyn High School of the Arts. WCBS-FM Radio's latest efforts include a special section of the WCBS-FM website (www.wcbsfm.com) devoted entirely to events, concerts, activities and other issues related to the school, its students and faculty. The website has been so successful in providing information to parents and community members, it has been applauded by New York City Schools Chancellor Joel Klein.

In addition to the special section of our website, WCBS-FM provides tickets to Broadway shows and other events to faculty members selected by the school administration as "Outstanding Faculty Members of the Month."

WCBS-FM, as part of the CBS Radio Cluster, also provides air time for public service messages promoting the Schools Partnership initiative, and encouraging local businesses and individuals to get involved in public schools.

Class Trips: For the past two years, WCBS-FM Radio has hosted students from the Bogert School District of Upper Saddle River, New Jersey for visits to the radio station. Members of the radio station staff devoted time to teach the students about the various departments and operations responsible for the programming of a major market radio station.

Minority Careers Workshop: WCBS-FM was represented at the IRTS Minority Career Workshop on March 30, 2007 which resulted in a number of resumes being submitted from students as part of their job search.

Hope & Heroes/CBS Career Workshop: WCBS-FM was represented at the Hope & Heroes/CBS Career Workshop which developed into a "*Dialogue 101*" public affairs interview featuring this organization that works to provide services and career opportunities for young people recovering from cancer. WCBS-FM also hosted several Hope & Heroes Cancer Fund youngsters during a summer intern program at the radio station.

New York State Broadcasters Association Career Fair: WCBS-FM participated in the NYSBA Career Fair, a virtual, online booth that offered career opportunities in broadcasting, and resulted in a number of resumes being submitted to the station.

Messages from troops: Each holiday season, the radio station, in conjunction with the Army/Air Force Hometown News, provides messages to loved ones from U.S. forces serving in Iraq and Afghanistan. These messages are also featured on the station's website with streaming video.

Website Resources: The WCBS-FM website features several sections designed to provide helpful, even life-saving information to our listeners, including the Community Calendar, Helping Hand and Life Savers pages which are updated on a regular basis.

West Hudson, NJ St. Patrick's Day Parade: Thousands line the streets to see the local marching bands and community Groups displaying their Irish pride. A station vehicle drives in the parade with street team handing out free goodies to the crowd.

St. Patrick's Day Parade New York City: WCBS-FM Pub crawl pre- arranged with local Pubs on the parade route to have street team stop in through out the day handing out prizes.

Deer Park, NY Junior Soccer League opening day: Residents and friends come out to watch there young ones have fun playing while listening to the best radio station in New York

New Jersey Street Fairs: WCBS-FM teams up with 10 New Jersey Street fairs for fun, games, rides, music, shopping and great local food.

New Jersey MS Walk: WCBS-FM sets up at 2 locations in NJ to provide music fun and support to the thousands of walkers that participate in the walk to raise money to find a cure for MS.

Hofstra Spring Job Fair: WCBS-FM gives students the opportunity to apply for a highly coveted internship at the most famous radio station in New York.

Earth day Liberty State Park: Celebration of Earth Day and Global Cleansing.

Massapequa Chamber of Commerce Health & Wellness Festival: Celebrating good health and wellness in Massapequa, NY with healthy treats, rides and fun.

Cheesequake Rest Stop NJ: WCBS-FM greets listeners traveling down to the Jersey Shore, giving away prizes and giving listeners a chance to record themselves to be heard on the radio.

New York City Dance Parade: Dancers From all over the world come together for the 1st annual Dance parade. Over 100,000 spectators get to enjoy hundreds of styles of dancing from people of all ages.

AIDS WALK Central Park: Over 50,000 Walkers walk to raise money for AIDS research and awareness while be cheered on for their efforts by WCBS-FM.

Pirates of the Caribbean Special Screening: Free sneak peak of the new flick plus costume contest for best pirate.

Staten Island Drive in: Weekly feature film right on the water over looking New York City. Great family fun that includes a BBQ and popcorn.

Six Flags Great Adventure Presents The Wiggles: Hosted by Amy Scott. A fun filled day with family and good music from the wiggles.

Oyster Bay Health Beauty and Fitness Expo: Hundreds of Venders and thousands of visitors learn about healthy living.

Ronald Macdonald Sports Festival: To raise Money for the Ronald Macdonald House featuring silent auction, raffles, sports activities, games and fun.

Autism Walk Central Park: Walk to raise awareness about autism featuring celebrity guests and music from Chris Burke of "Life Goes On".

Taste of Times Square: Along 46th Street between Broadway and 9th Avenue, more than 50 Times Square's restaurants provided "tastes" of their signature dishes for as little as one dollar.

South Street Seaport Children's Festival: Pictures with cartoon characters face painting, arts and crafts, fun, games and free goodies for kids.

Lesbian Gay Bisexual Transgender Center Garden Party: Garden Party is the largest and signature, outdoor fundraising celebration that directly benefits the Center, and attracts more than 2,500 revelers to kick-off Pride Week in NYC.

Molly Pitcher Tourism Center: Kicking off the summer with give a ways, contests, food, and national venders. Semi finals for the Nathan's Hot dog eating competition.

Brooklyn Mermaid Parade: The Mermaid Parade celebrates the sand, the sea, the salt air and the beginning of summer, as well as the history and mythology of Coney Island, Coney Island pride, and artistic self-expression. The Parade is characterized by participants dressed in hand-made costumes as Mermaids, Neptune's, various sea creatures, the occasional wandering lighthouse, Coney Island post card or amusement ride, as well as antique cars, marching bands, drill teams, and the odd yacht pulled on flatbed.

Hampton Golf Classic: Celebrity Golf Tournament with shot gun start by Kelsey Grammar.

Quick Check NJ Hot air Balloon Festival: 100,000 people visit the 3 day festival to view the hundreds of balloons, take a ride in a balloon, feast on the fabulous food, play games and watch great concerts.

13th Annual Highlands Clam Festival: Discover the true meaning of "Succulent Seafood" at the Highlands Business Partnership's 13th Annual Clamfest August 2-5 at Huddy Park on Bay & Waterwitch Avenues. The Clam Festival, a four-day funfest featuring the fresh seafood that Highlands Restaurant's are famous for, plus live music, entertainment, rides, games and more. Admission is free, and the event takes place rain or shine.

Autism Speaks Celebrity Softball Game: Team NBC Universal takes on the CW 11 in this game. All proceeds go to Autism now. Silent auction, raffles, games and live music.

Black River Music and Art Festival Chester, NJ: The Black River Music and Art Fest is a FREE all day event in Chester, NJ which features some of the best local original musical acts as well as numerous visual artists displaying their work.

WFAN

WFAN conducts a 28 1/2 hour annual Radiothon each spring to benefit local charities that are associated with the Hackensack (NJ) University Medical Center: The Tomorrow's Children's Fund (kids with cancer) and the CJ foundation for SIDS (Sudden Infant Death Syndrome) along with the Imus Ranch (kids with cancer attend the session at the Ranch). The station's 28 1/2 hour Radiothons (its done 17 annual Radiothons) have raised over \$45 million dollars for the charities. Each Radiothon begins on a Thursday at 5:30am with Imus in the Morning and continues through 10am that Friday.

WFAN is also a heavy participant in the World Hunger Year "Hungerthon," an annual event held the Saturday and Tuesday before Thanksgiving. This year WFAN raised over \$200,000 for World Hunger Year.

WFAN also participates in charity basketball and softball games throughout the tri-state area as well as sending out speakers for various local charitable events throughout the year.

WFAN has also been a participant in the "Adopt-A-School" program. The program ran for three years but WFAN continued its support for a local Queens elementary school, PS 166 by working with the New York Mets to provide 200 tickets for students to attend a Mets game in the Spring. WFAN also continues to participate in the "Principal for a Day" program and provides numerous public service announcements for the school during the academic year.

WFAN also airs a full slate of public service announcements including one each hour during our top of the hour sports casts. We solicit and encourage area charities to send us their announcements which then go into our rotation of public service announcements.

WINS

By its very definition as an all-news station, 1010 WINS is involved in the communities it serves. For more than 40 years, WINS has given voice to the voiceless, raised awareness for the under-served, and championed the causes of charity.

Our commitment begins with the stories we cover everyday and extends to special on-air promotions, campaigns, and staff-volunteerism. Our website, 1010wins.com is also a major resource for local charity awareness and volunteer efforts.

One of our major commitments is the annual World Hunger Year fundraiser. In conjunction with other CBS stations in the market, WINS uses its airwaves every November to raise money to help feed the hungry. Station programming includes a series of on-air auctions throughout the day.

1010 WINS is also sponsor of the Race for the Cure. In addition to running promos on-air and online that announce the event, every year reporter Alice Stockton-Rossini produces a five part series examining the people, research, and emotion attached to the fight against breast cancer.

Our website offers multiple opportunities for charitable outreach and interactive participation. We devote individual sections within the site that are specific to each of the five boroughs of NYC as well as northern New Jersey, Long Island, Westchester, and Southern Connecticut. In addition to specific stories that super serve these local neighborhoods, 1010 WINS provides a community calendar for community listings of events, fundraisers, blood drives, etc. One recent example of how the calendar works is its promotion of an event in Queens. The Songs of Love Foundation is dedicated to writing, producing, and recording songs for terminally ill children. 1010 WINS.com posted the event, wrote a story about it, and conducted an interview with the founder of the Foundation.

For the second year in a row, the radio station has undertaken a major project that defines effective local programming. The 1010 WINS Tomorrow's Newsmakers Awards identifies people in the community who have performed extraordinary deeds in their chosen fields. We accept nominations from the public and winners are selected by a distinguished panel of judges. Winners are then profiled on the air and WINS throws an Awards dinner for them in October. The highlight of the evening is the presentation of a \$10-thousand dollar scholarship to a deserving journalism student. Our goal is to promote positive stories that will inspire others to get involved and give something back.

In December, 1010 WINS puts its efforts behind Operation Santa, Toys for Tots, and the Bowery Mission. In conjunction with the US Post Office, the station shares stories of needy children who have written letters to Santa Claus. We urge our listeners to pick up a letter and help out a family or two. Our own staff also joins in, picking letters and donating toys or clothes.

Our stories on Toys for Tots always generates substantial donations and our annual visit to the Bowery Mission highlights the plight of the homeless and the charitable works of those who feed them.

Our commitment to the communities we serve is heard 24 hours a day through the station's Public Service Announcements. From literacy to battling drunk driving, 1010 WINS provides tens of thousands of dollars in free airtime to important causes.

So why is 1010 WINS so dedicated to carrying out its mission of public service? The answer is easy to find. Our people practice what they preach. Virtually every member of the WINS staff is involved in their hometowns and the surrounding communities. Alice Stockton Rossini is involved in Race for the Cure, Alzheimer's Foundation, and Operation Santa. News Director Ben Mevorach serves on an Autism Awareness Council, the Board of Advisors at St. John's University, and is very active in mentoring children and young adults. Reporter Al Jones adopts a family every Christmas through Operation Santa and Anchor Judy DeAngelis is involved in animal rescue efforts. Editor Jim Maloney runs one of the areas most successful charity Golf events for families of victims of September 11th and the entire station has partnered with Job Path, an organization that places mentally challenged individuals in the workplace. 1010 WINS has employed Job Path clients for more than twenty years.

NEW YORK CLUSTER

Every year we have a coat drive, to supply the homeless and underprivileged with gently used winter coats. We have donated station t-shirts to our troops overseas. In the past we have been a part of a program to bring music to local schools and partaken in Hungerthon. In October and April we were involved in A Cure for Autism Now walk. We were also involved in a charity for a New Jersey Hospital. We donated a signed guitar for an auction to benefit The Elijah School, a school for autism. We helped promote a comedy show for Cure Autism Now.

ORLANDO

WJHM

- **Crimeline:** Every Wednesday a representative from Crimeline joins Steve Harvey in the mornings to inform our listeners of wanted criminals and how the listeners could get paid for tips that lead to an arrest.
- **Speck Out Hotline:** Once a month a representative from Speak Out Hotline joins Kaye Dunaway in the evenings to encourage the youth to speak up against violence in their schools and neighborhoods.
- **Operation Cease Fire Rap Against Violence Part II:** Listeners are encouraged to write an original song with a message against gun crime. The 10 best songs will be featured on a professionally produced cd and played on 102 JAMZ. The State Attorneys office, Crimeline and other community organizations are partners.
- **Feed The Homeless:** Each year during the holidays we partner with the Orlando Magic basketball organization to feed the homeless in Central FL.
- **Movie Night Out:** The community is encouraged to bring the whole family out a free outdoor showing of a popular movie. This is an event that the family could do together and not cost them a cent.
- **Blood Drives:** Throughout the year, we partner with the Central FL Blood Center and encourage listeners to give the gift of life, blood.

- EAS Test: When severe weather is in the area we air live and/or recorded updates and warnings via the Emergency Alert System (EAS).
- OMYF: Throughout the year we partner with the Orland Magic Youth Foundation (OMYF) in making a commitment to the children of Central Florida. Recently, we collected school supplies for underprivileged students.
- Boys & Girls Club: We partnered with Orlando Magic player Bo Outlaw to assist the Downtown Boys 7 Girls club with their cooking program.
- March of Dimes Mud Volleyball Tournament: CBS Radio Orlando partners up to save babies! 102 JAMZ promotes the big Mud Volleyball tournament where players get down and dirty in a co-ed volleyball tournament played in 1-2 feet of mud to raise money for March of Dimes.

WOCL

- Florida's Blood Centers 2007: Mel Taylor interviewed Pat Michaels from Florida's Blood Centers on 1/7/07 to discuss the necessity to donate blood on a regular basis.
- Martin Luther King Day 1/14/07: Mel Taylor highlights Martin Luther King Day on her Viewpoint show with excerpts from the "I Have a Dream" speech and talks about different events the Central Florida area for the weekend.
- National Women in Construction's Block Kids 2/17/07: O-ROCK 105.9 promoted and participated in the community event meant to raise awareness to kids about job possibilities in the construction industry.
- Florida Film Festival February: O-ROCK 105.9 and MIX 105.1 partner to promote one of the largest film festivals which raises money for the Enzian Theater. We provide about 150 on-air promos, website exposure and station appearances for the Festival. It's the largest fundraiser for the theater.
- Valencia Community College 5K 2/25/07: O-ROCK 105.9 supported Valencia Community College in their 5K benefiting students with disabilities.
- Catastrophe/Tornado Victims 3/4/07: Mel Taylor hosts an episode of Viewpoint that focuses on the different ways an individual can help or get help after the devastating tornados that target the Central Florida area. (Over 10 different non-profit organizations were highlighted)
- Walk to D'feet ALS 3/10/07: O-ROCK 105.9's Mel Taylor and her Bad Girl's Club hosted the 2 mile walk to raise funds for ALS. The walk raises millions country wide in support of cutting-edge research and patient service programs. Mel also hosted an interview with the ALS Society to promote the walk on 2/25/07.
- MS Walk 3/24/07: O-ROCK 105.9 partnered with 102 JAMZ for the MS Walk at Lake Eola in Downtown Orlando. The Morning After Show also hosted an interview with The MS Society to help promote the event and create awareness for MS. The MS Walk raises funds for the much needed research into the cause and treatment of MS and are critical to continue the persistent search for a cure.
- Operation Beach Clean Up 4/14/07: O-ROCK 105.9 headed out to Daytona Beach to help clean up the beach. We invited listeners to join us as we created awareness for the urgency of keeping our area beaches clean.
- AIDS Walk 4/21/07: O-ROCK 105.9 and 102 JAMZ partnered up to promote and participate in this year's AIDS Walk to benefit the Hope and Help Foundation of Central Florida. Several of our on-air personalities came out and participated in the event including

The Morning After Show and Mel Taylor with her Bad Girl's Club. The walk raised \$130,000. Mel also hosted an interview with Beth George from the Hope and Help Foundation on 3/25/07 to promote the event.

- Hurricane Watch 5/20/07: Mel Taylor hosted an episode of Viewpoint discussing the upcoming hurricane season and the precautions and preparations that should be made in the event of a major storm.
- ONE Now charity ticket stops: O-ROCK 105.9 partnered with One.org for a series of ticket stops over the Memorial Day holiday weekend. All weekend listeners could stop by at different locations to trade us canned food items for tickets to concerts and movies. We were able to collect over 1000 non-perishable food items that were donated to the Hope for the Homeless Foundation of Central Florida courtesy of O-ROCK and One.org. Mel also hosted an interview with the founders of Hope for the Homeless in conjunction with this event and the OneNow event that was held on 6/23.
- Mel's Bad Girls Prom 2007: O-ROCK 105.9, Mel Taylor and her charity organization The Bad Girls Club hosted Prom 2007 on 7/14/07 to benefit BASE Camp Cancer Foundation. The prom was a ticketed event that featured auctions and raffles with all of the proceeds going to BASE Camp.
- Songs for Soldiers July: O-ROCK 105.9 partnered with Central Florida UPS stores and the VFW Post 4287 to collect CDs to send overseas to our troops. O-ROCK listeners headed out to O-ROCK events and UPS stores to drop off their new and used CDs. With the month long campaign we were able to collect 3,300 CDs that were sent to different bases in Iraq and Afghanistan. O-ROCK received letters from the troops who received some of the CDs with a huge "Thank you" for the generosity of our listeners. We will be conducting the successful promotion again in November for the holidays with Race Trac.
- Extremity Games 7/20-7/21: O-ROCK 105.9 partnered with College Park Industries for the 2nd O&P Extremity Games. The O&P Extremity Games is the first, extreme amateur sporting competition designed for individuals living with limb loss or limb indifference. The Sexy Savannah hosted ramp announcements during the skateboarding competition.
- Muscular Dystrophy Lock Up 8/22/06: O-ROCK 105.9 helped sentence community leaders to jail as part of the Muscular Dystrophy Lock Up. "The Morning After Show's" Drew Garabo played judge to hundreds who were locked up and forced to raise bail to benefit the Muscular Dystrophy Association. The MDA provided funds for the fight against neuromuscular diseases in Central Florida.
- March of Dimes Mud Volleyball Tournament 8/25/07: CBS Radio Orlando partners up to save babies! O-ROCK 105.9 promoted the big Mud Volleyball tournament where players get down and dirty in a co-ed volleyball tournament played in 1-2 feet of mud to raise money for March of Dimes.
- Rock for the Cure concert at House of Blues 10/26/07: O-ROCK 105.9 has paired up with the Susan G Koman Foundation of Central Florida to raise money for breast cancer awareness with a concert featuring Soul Asylum at the House of Blues.

WOMX-FM

- Walk to Cure – March 3rd, 2007

MIX105.1 supported the event with on-air, web site and event presence. The event raised about \$500,000 and had about 4,000 walkers. MIX105.1's Erica Lee was on-site for pre-walk announcements.

- A Pair to Remember – Easter Seals – March 9th, 2007
MIX105.1 supported the event with over 30 promos/public service announcements. We also had MIX105.1's air talent Scott McKenzie and Jay Edwards on-site at the event. It is a big fund raiser for the Easter Seals with about 250 people in attendance.
- Tropical Night – American Cancer Society – April 21st, 2007
MIX105.1's Dana Taylor was on-site to host the event that benefited the American Cancer Society. We also aired public service announcements and promoted on www.mix1051.com.
- Arthritis Walk – May 19th, 2007
MIX105.1's Erica Lee was on-site for the event. The event was for the Arthritis Foundation. We aired public service announcements and promoted on www.mix1051.com.
- March of Dimes Walk America. May 5th (Osceola County) and April 28th (Maitland).
MIX105.1 supported the walk with about 100 promos and web site inclusion for two months. Plus, we had a promotions team on-site at both events. Our morning show team was on-site to kick-off the April 28th event with about 2,000 walkers.
- August 25th – Mud Volleyball – March of Dimes. All three stations – MIX105.1, 102Jamz and Orock promoted the event for about 3 weeks. The event was a success with over 100 teams participating in mud volleyball to raise funds for the March of Dimes.
- Making Strides Against Breast Cancer – October 27th. MIX105.1 will support the event with about 50 on-air mentions and web site inclusion. Morning show host Scott McKenzie kicked off the event for the 4,000 walkers attendance.
- Dick Bachelor Run for the Children – Arnold Palmer Hospital – October 27, 2007th. We will support the event with about 40 promotional announcements, web site inclusion and promotions team on-site. The event attracts about 1,000 walkers in support of the hospital.
- Festival of Trees - Orlando Museum of Art – November 10th-19th. The event is the largest fundraiser for the Orlando Museum of Art. We supported the event with 60 promos, web site exposure and a decorated tree.
- Florida Film Festival – benefits non-profit Enzian theater – April. MIX105.1 and ORock 105.9 are the radio partners for this event. We provided about 150 on-air promos, web site exposure and station appearances for the Festival.. It's the largest fundraiser for the theater.
- MIX105.1 Safety Safari – We partnered with Arnold Palmer Hospital for Children, E-Pass, Safe Kids and the Expressway Authority for this year long program. We had the Safety Safari at 33 events last year distributing valuable safety information and free bike helmet giveaways. At select events, Safe Kids was on-site fitting the helmets.
- Media Showdown Blood Drive– June 22nd – We hosted a blood drive at the MIX studios for the Florida Blood Centers. We “competed” against our TV partner FOX 35 for the most blood donors. Collectively, over 150 pints of blood were collected on that day. Big success!
- Mount Dora Festival of the Arts – First weekend in February – The art festival attracts over 250,000 people and it's the biggest fund raiser for the Mount Dora Center for the Arts. We promoted it with over 80 proms and we were on-site both days.
- Heathrow Festival of the Arts – November 3rd & 4th– The event attracts about 50,000 people. It is a fundraiser for student scholarships. We supported the event with over 100 promos plus we were on-site both days.

PALM SPRINGS

KEZN

In January '06, KEZN was the official media sponsor of the City of Indian Wells golf classic at the Golf Resort at Indian Wells benefiting the Barbara Sinatra's Children Center.

On February 4th, '06, KEZN sponsored the "12th Annual Steve Chase Humanitarian Awards Gala" at the Palm Springs Convention Center benefiting the Desert AIDS Project. Many staff members attended the black tie event, which included John Squyres (GSM), Cosmo Cappellino (LSM), Dan McGrath (Morning Show personality) and John Ostrom (PM personality & Public Service Director). McGrath broadcasted live from the red carpet.

In March, '06, Dan McGrath (Morning Show) was the Master of Ceremonies for the Pacific Life Open tennis tournament's "Salute to Heroes" at the Tennis Garden in Indian Wells paying tribute to members of the armed service, police and fire.

On April 25th, '06, Dan McGrath (Morning Show) joined other local celebrities in serving up ice cream at Ben & Jerry's at The River in Rancho Mirage to benefit "Guide Dogs of the Desert", a non-profit organization dedicated to the raising, training and placement of working dogs in the homes of their vision impaired and sightless clients.

On April 27th, '06, KEZN was the official media sponsor of the "Dining Out For Life" benefiting the Desert AIDS Project at various restaurants around the Coachella Valley. All of the on-air personalities took shifts and broadcasted live from various restaurants around the area.

On May 23rd, '06, KEZN was recognized for their support at the Kraft Nabisco Charity Luncheon held in Rancho Mirage. On-air personalities, Dan McGrath and John Ostrom and promotions director, Frank Torok attended the event. The United Way, Boys & Girls Club, Kiwanis Foundation & Family YMCA were this year's recipients.

On September 12th, '06, KEZN Production Director, Vicki Steele broadcasted live from the annual "Ultimate Drive Event" at BMW of Palm Springs benefiting the Susan G. Komen Breast Cancer Foundation.

For two days, October 26th & 27th, '06, KEZN sponsored the "Southern California Women's Expo" at the Palm Springs Convention Center. A portion of the proceeds benefited the Susan G. Komen Breast Cancer Foundation, which had a booth at the Expo. The U.S. Marine Corps from the 29 Palms Air and Ground Combat Center had a booth to launch their "Toys For Tots" toy drive. KEZN broadcasted live from the event from 10am to 5pm over the two days.

On October 28th, '06, Dan McGrath (Morning Show) was the emcee of the "19th Annual Desert AIDS Walk" in Palm Springs benefiting the Desert AIDS Project. Cosmo Cappellino (LSM) also participated in coordinating the walk and welcoming of the dignitaries.

On December 3, '06, John Ostrom ((PM personality & Public Service Director) was the emcee and auctioneer at the "6th Annual Paws & Hearts Walk" benefiting the Paws & Hearts Animal Assisted Therapy program at the Westin Mission Hills Resort in Rancho Mirage.